



# Parachute - Battlement Mesa: Comprehensive Economic Development Strategy

Phase II – Land Use Plan

Prepared by: Better City

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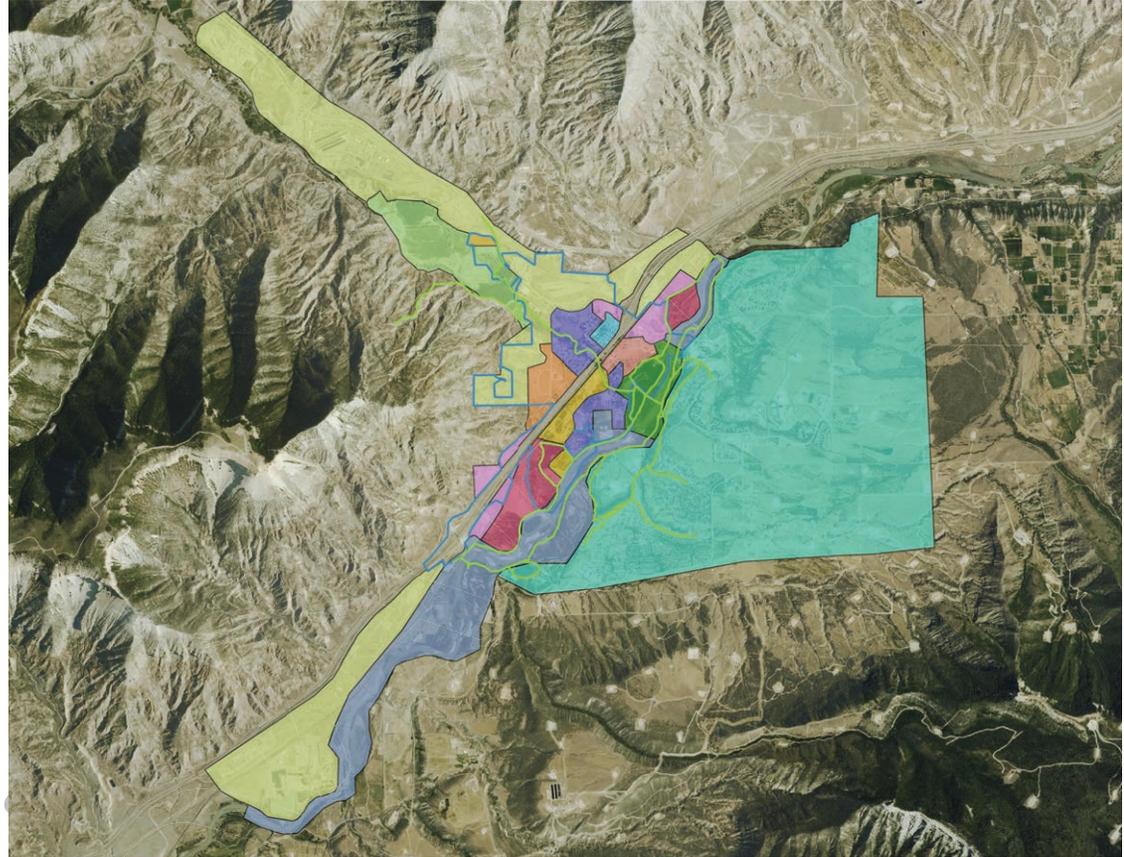
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## LAND USE ZONES

Land use planning is an important aspect to community development as it sets the framework for future growth in the Community. The adage that “early decisions cast long shadows” is especially applicable to community development, because the useful life of buildings usually extends forty years or more. Many communities don’t realize that indecision in terms of land use planning is in fact a decision to allow sprawl to enter a community, which can take a generation or more to remedy.

The land use zones designated herein are done in accordance with the economic diversification strategy completed in Phase I. It also takes into consideration current land use, and in some cases discusses a transition from the current use into the most appropriate use for future generations.



*Map 1: Planning Area and Land Use Overview*

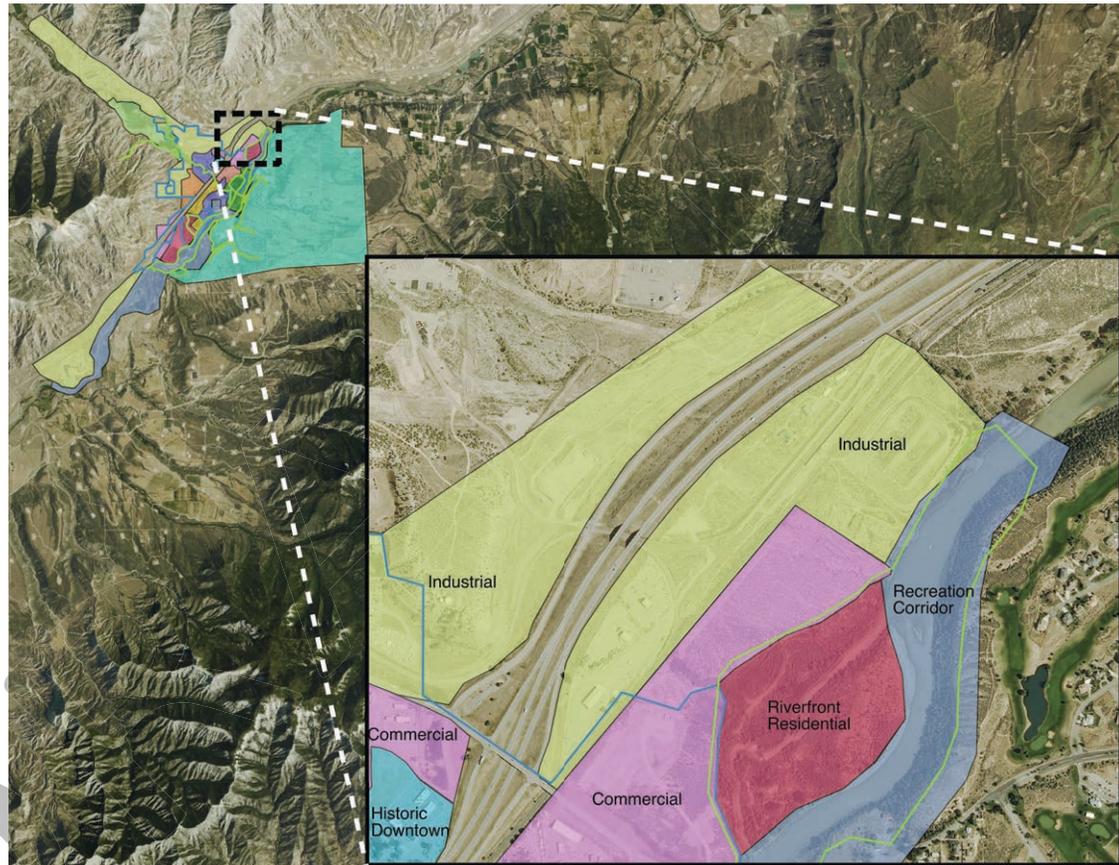
Map 1 shows the planning area, which includes Parachute’s current Town limits, and extends 2.5 miles to the southwest along I-70, nearly three miles to the northeast along County Road 215, and includes the community of Battlement Mesa. The light blue line designates the current Town boundaries. The green lines are pedestrian and biking trails that will be discussed in greater detail in subsequent sections.

## NORTHEAST

The northeast section of Town begins with an Industrial zone on the north, and transitions into Commercial uses as you move south toward the northeast I-70 interchange and the downtown section of the Town. The Industrial zone is compatible with current uses for the land, and would make an excellent location for industrial manufacturing due to its prime location near I-70 and the Union Pacific and Burlington Northern Railroads

The Commercial zone adjacent to the industrial zone will play a role in enticing travellers on I-70 to stop and shop within the Community.

As discussed in the Phase I report, the Colorado River is a tremendous asset for the Community, and the Riverfront Residential zone will be a prime location for new and attractive housing developments. The homes will have beautiful views near the river, and will have easy access to commercial amenities.



Map 2: Northeast Parachute

The recreation corridor mentioned in the Phase I report extends along the Riverfront Residential zone. The green lines represent future biking and walking trails that will connect the Commercial and Riverfront Residential zones to the

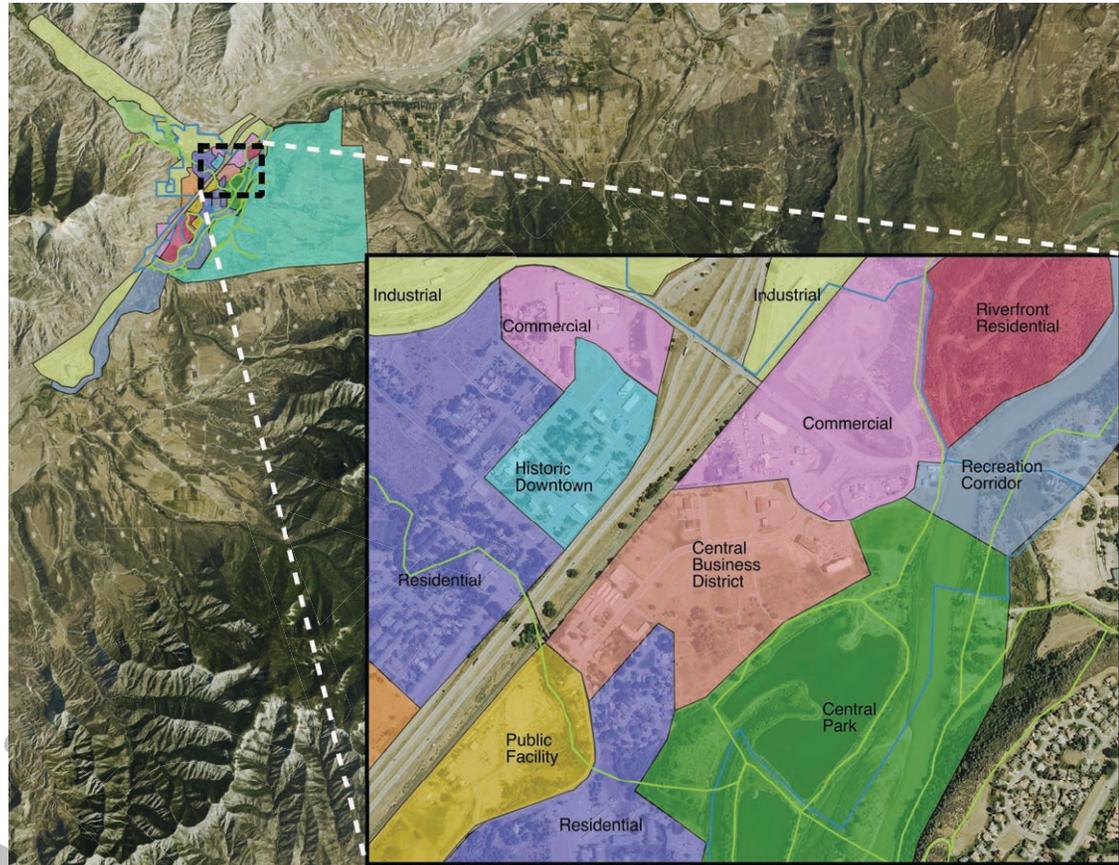
river. Part of these zones lie outside current Town boundaries, and should be considered for inclusion in the annexation plan.

### DOWNTOWN

A downtown is the defining symbol of a community and can be a source of pride and activity for residents and memorable vacations for visitors. To accomplish this, the downtown needs to be inviting and clearly demonstrate sophisticated and deliberate development. The Historic Downtown is an important component of the Town's history, but the best opportunity to build a unique and unforgettable center of activity lies on the other side of I-70.

The newly designated Central Business District (CBD) will serve as the new center of commercial activity for the Town, and will provide permeable access for vehicles and pedestrians to go from shopping and entertainment venues within the district, to the adjacent

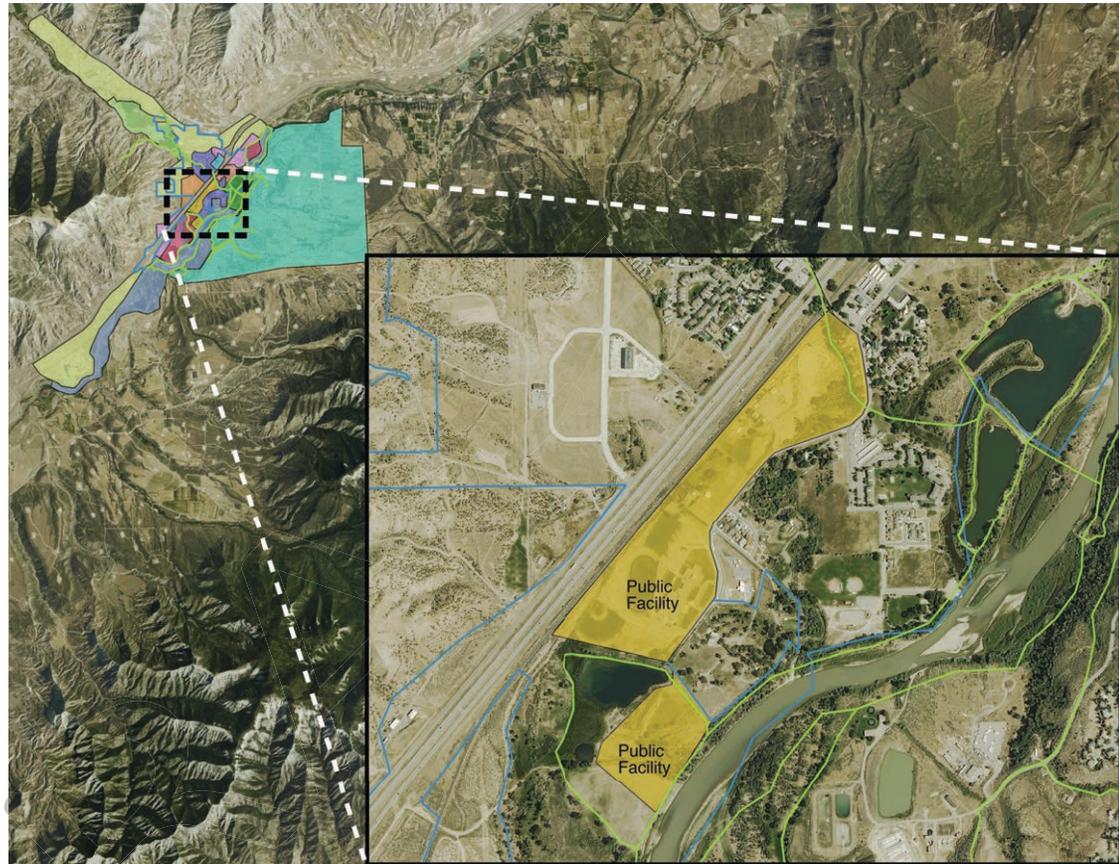
### Recreation Corridor and Central Park.



Map 3: Downtown Parachute

Massing considerations should be provided to these zones, whether through signage or vertical construction guidelines, that allow recreation developments to be highly visible from the freeway to attract and entice travelers to the recreational amenities. Attracting traffic into the Recreation Corridor is central to the success of the strategy and visibility from the freeway will be key.

The CBD is adjacent to the Commercial zone mentioned in Map 2 on the north, and Residential and Public Facility zones to the south. The residential section should be zoned to allow multi-family near the CBD that transitions into single-family attached and single-family detached homes near the river and recreation corridor. The Public Facility zone is a potential location for the multi-use recreational facility and sports complex described in the Phase I report. The site would allow for approximately 33 acres of new development, and would convert an under-developed portion of the Town into an attractive and unique venue. Signage and façade requirements will be important within this zone because it is highly visible to travellers. Grand Valley High School is also currently located within this Public Facility zone, just to the south of the potential sports complex site (see Map 4).



*Map 4: High School and Potential Sports Complex Site*

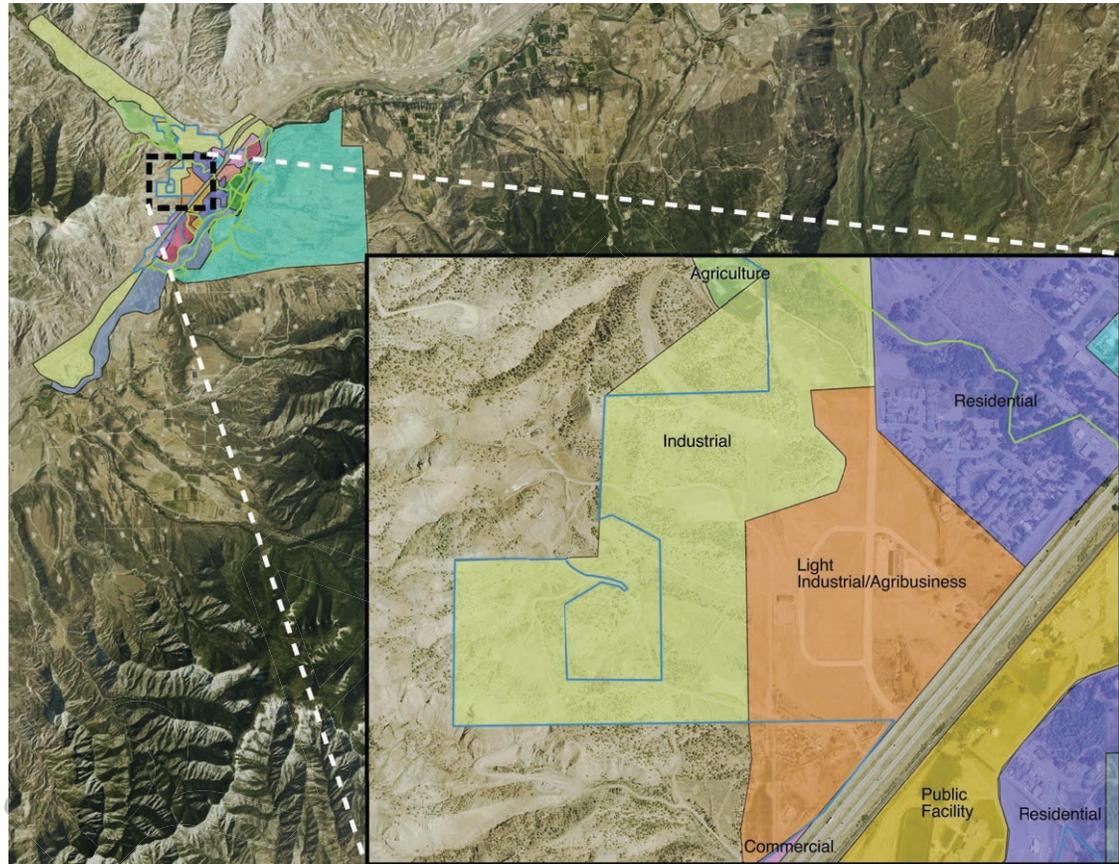
The Historic Downtown and adjacent rest stop, located in the Commercial zone, will continue to play a role in the Community even if the future commercial development moves to the CBD. For example, the rest stop and nearby businesses will continue to attract travelers, and the Historic Downtown can be an area with cultural and historical uses. Additionally, it will be an ideal location for neighborhood commercial and “mom and pop” type stores.

The Residential zone that borders the Historic Downtown will continue to serve as the location for a large share of the Town's core population.

### WEST CENTRAL

The west central section of Town will serve as the site for future Light Industrial, Agribusiness, and Industrial development. Convenient access along Parachute Park Blvd. will be a major benefit to new businesses in this region of Town. The Light Industrial/Agribusiness zone will be most appropriate for light manufacturing, business parks, and agribusiness related industries. Development of new businesses in the Industrial zone to the west will be difficult due to unfavorable slope.

Part of the land for the proposed Light Industrial/Agribusiness and Industrial zones are currently located outside Town limits. These sections should be considered for inclusion in the Town's annexation plans.

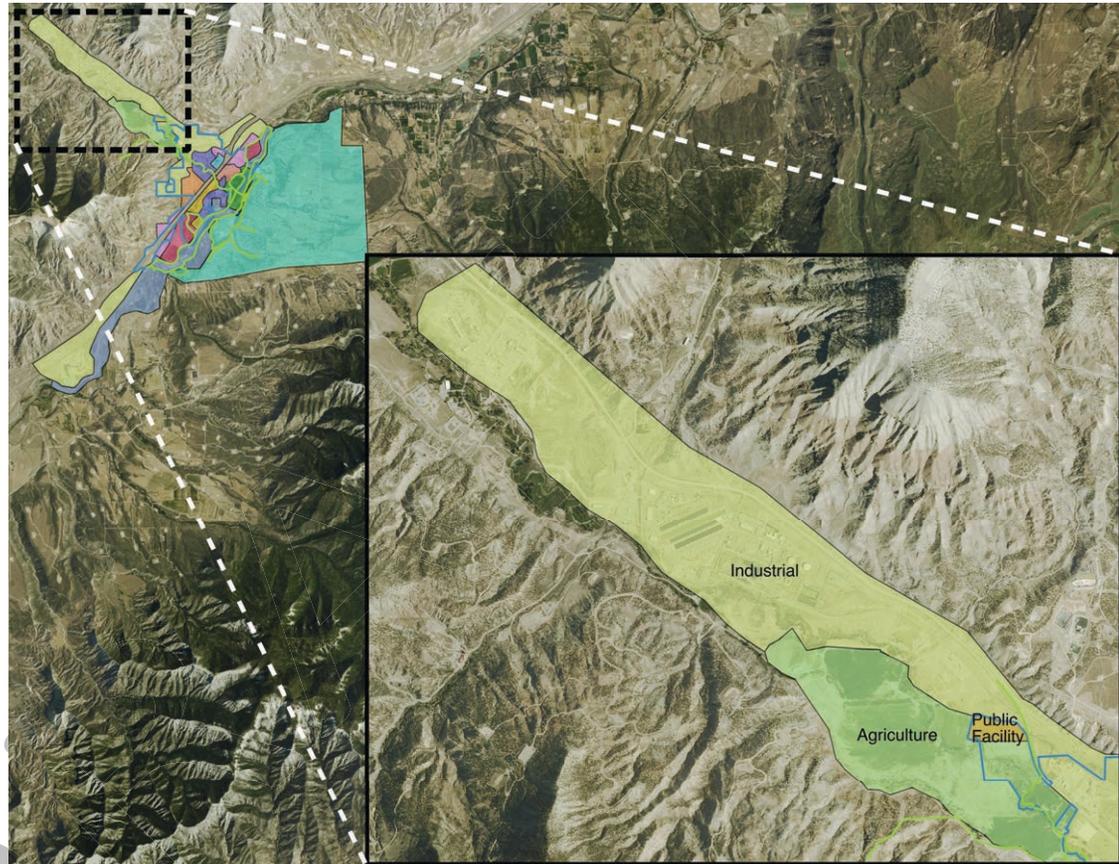


Map 5: West Central Parachute

## NORTHWEST

The Town boundary on the northwest end of town currently extends just over one mile beyond the Historic Downtown. As was mentioned in the Phase I report, there are several major employers located up the canyon just beyond the Town boundary such as Solvay, Williams, and the Encana Oil and Gas plant. Extending the Town boundaries an additional 2.5 miles to the northwest will encompass these employers and will provide property tax benefits to the Town, and the businesses will benefit from the Town's infrastructure connections and potential cost saving.

The section of land to the south of the Industrial zone is currently being used for Agriculture and Residential purposes, which uses should be maintained after annexation into the Town. Residential units should be included as a permitted use in this zone.



Map 6: Northwest Parachute

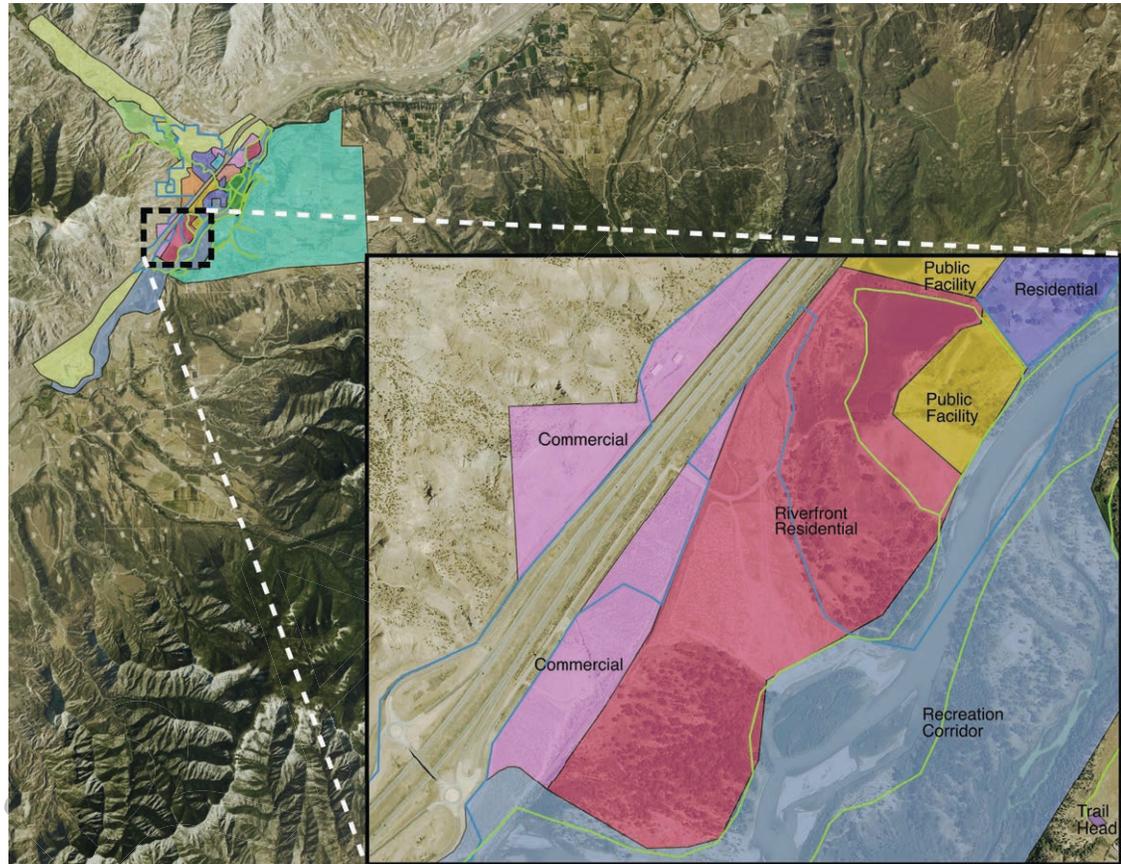
Nestled between the Agriculture and Industrial zones is a small area that has been considered for the future development of a multi-use public entertainment venue such as rodeo grounds, concert venue, outdoor spectator activities, etc. This venue could be beneficial to the Community, but priority should be placed on development near the CBD first.

## SOUTH CENTRAL

The south central section of Town has the potential for commercial, residential, and recreational development. Riverfront Residential zoning will make up the majority of this section of Town and should include multi-family housing, with single-family homes being located along the Recreation Corridor.

The Public Facility zone near the middle of the map is another possible site for the sports/cultural complex. The Residential zone at the top of the map is not part of the Town's boundaries, but should be included for consideration in the annexation plan.

The land adjacent to the southwest interchange has been designated as Commercial, and is a prime location for a truck stop, and other traveller focused commercial development. The Commercial zones on either side of the freeway will serve as the gateway to the Community from the south, and as a reminder to stop and shop for travellers coming from the North.



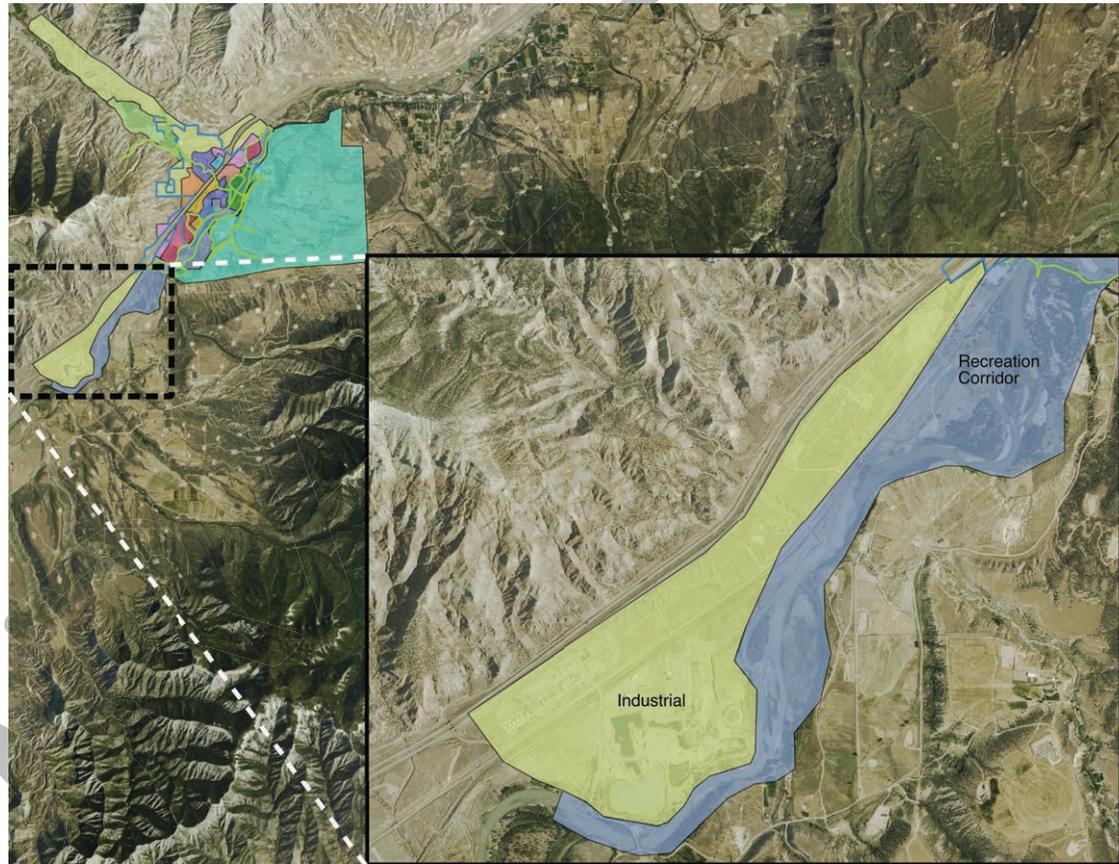
Map 7: South Central Parachute

## SOUTHWEST

The Town's boundary currently only extends approximately a quarter-mile past the southwest interchange. Several employers and gas wells are located slightly further to the south and should be considered for inclusion in the Town's annexation plans. The land's topography and current uses will limit what can be considered in this area, but different uses are possible in the future.

Specifically, the Recreation Corridor should extend along the Colorado River to provide additional outdoor recreation opportunities. The remaining land should be initially designated for Industrial use. The narrow section of land between I-70 and Old Highway 6 has several gas wells, which will provide property tax benefits to the Town in the short run. In the long run, this land would be ideal for additional commercial and light industrial development due to its visibility and potential access from the freeway. The southernmost tip of the planning area has potential to transition from its current use to

Riverfront Residential. Care must be taken to delicately approach possible transition plans. The current landowners and facility operators should be allowed to continue their operations until the end of their economic life, at which point transition plans can be explored in greater detail.

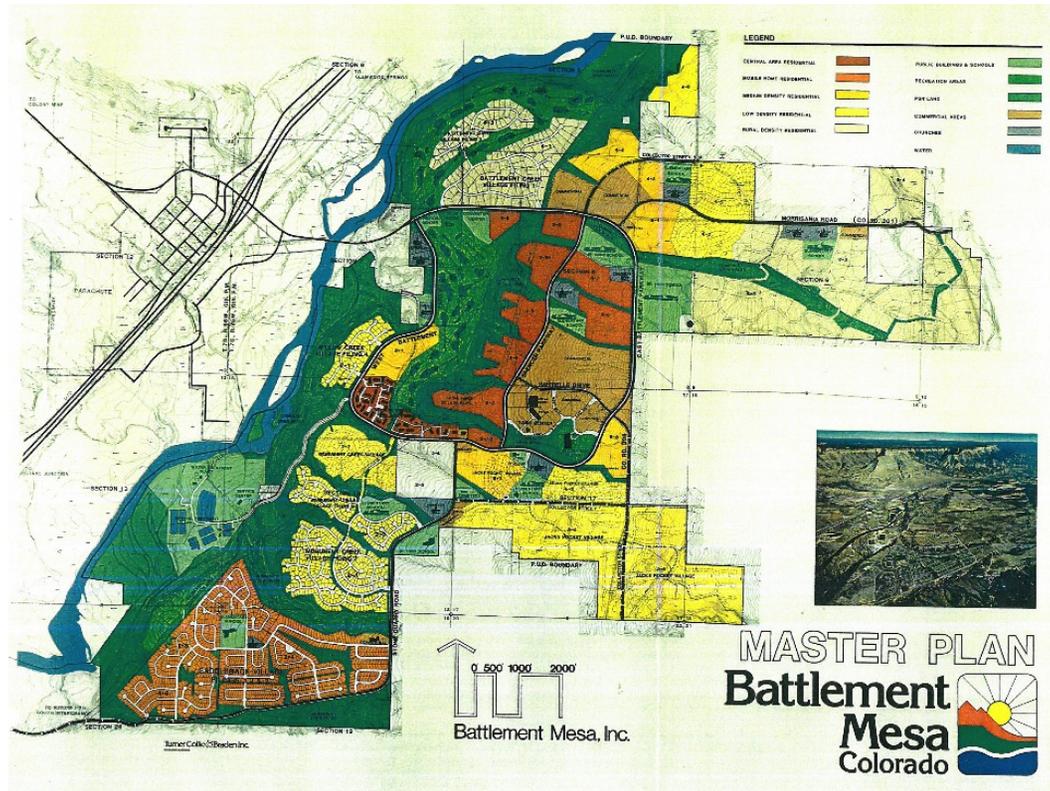


Map 8: Southwestern Parachute

## BATTLEMENT MESA

The zoning and land use designations in Battlement Mesa were set when the PUD was initially established. Recommendations for potential modifications of the zoning designations are not included within the Phase II scope of work.

As was previously discussed in the Phase I report, Battlement Mesa does have additional Commercial designated sections of land that should be developed to service neighborhood commercial needs. Additional retail development beyond what currently exists is not warranted at this time in Battlement Mesa due to its distance from I-70.



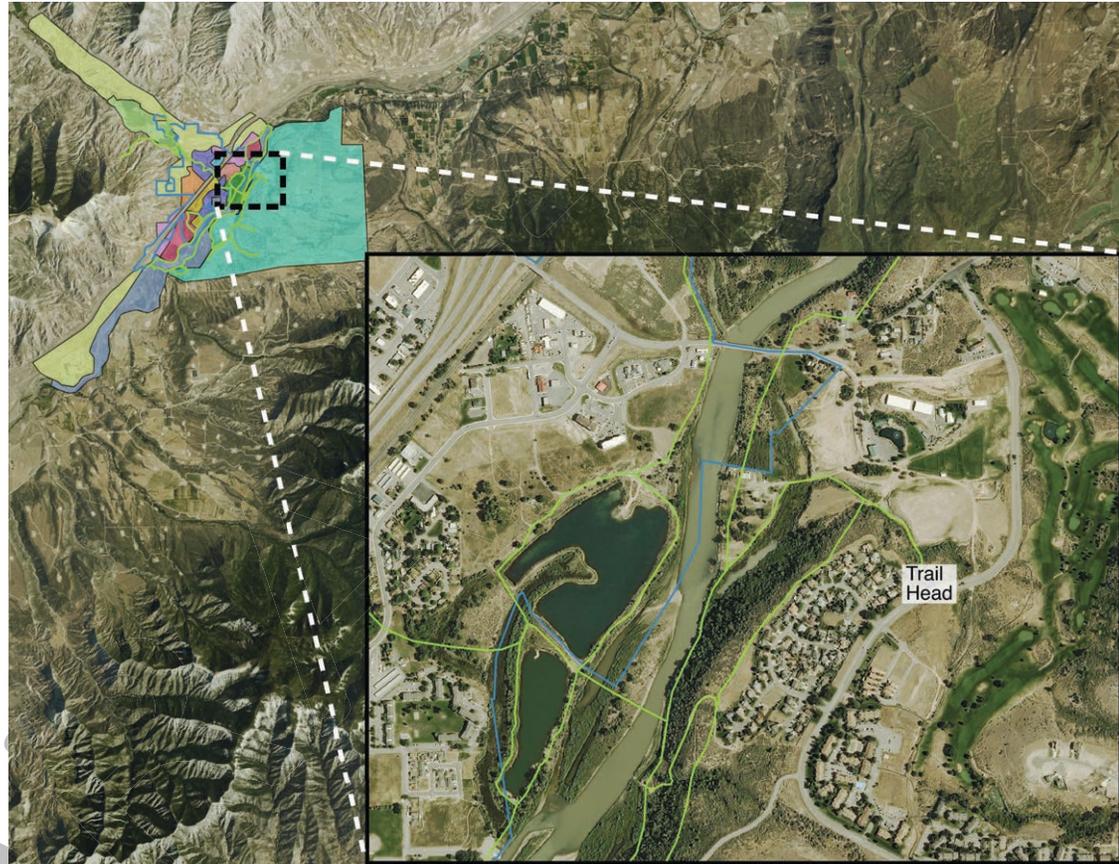
## TRAILS AND TRANSPORTATION

### TRAILS

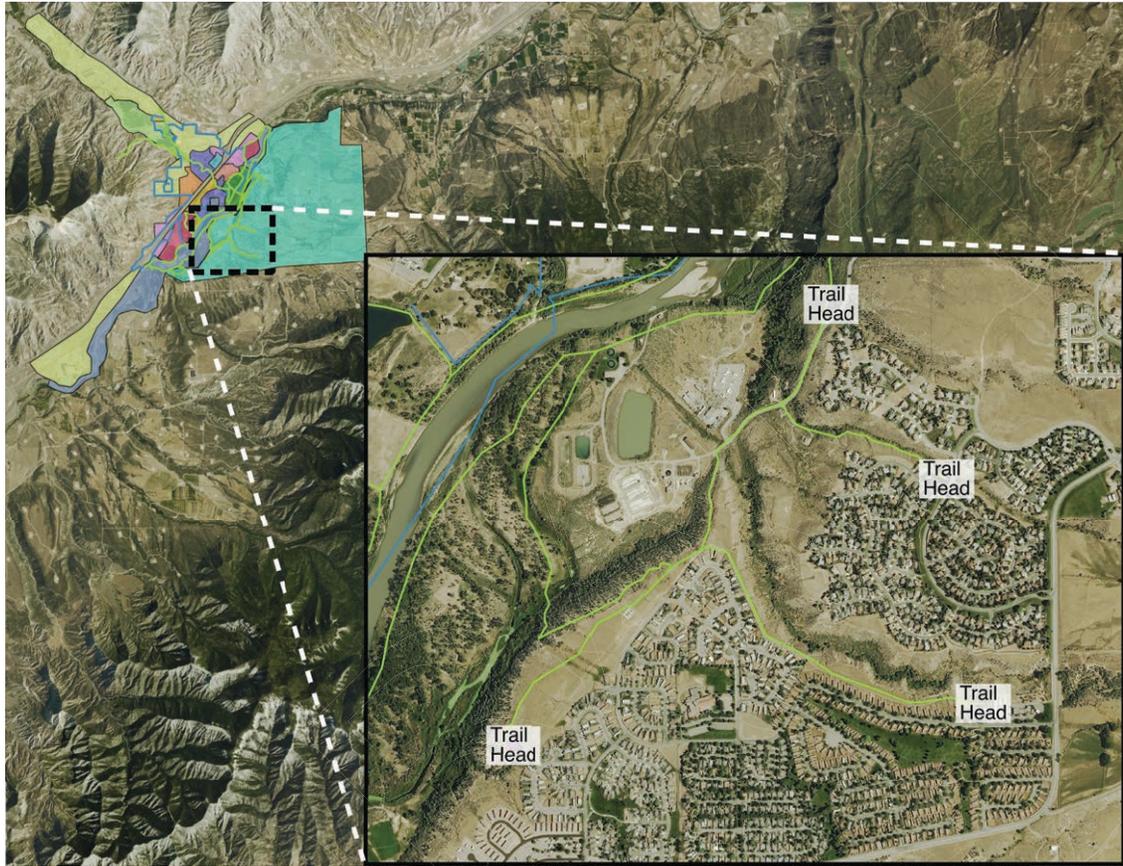
As described in the Phase I report, outdoor recreation is important for the Community, not only for attracting outside visitors, but also important in order to provide quality of life assets for residents. Biking trails are an excellent way of accomplishing both goals, and are becoming increasingly valuable in attracting members of the “Millennial” generation. As has been described previously, the green lines through the planning area represent conceptual pedestrian and bicycle paths that have the potential of connecting Community residents with entertainment and recreation activities.

The pathways also have the potential of better connecting the Town of Parachute to Battlement Mesa. The development of trails and trailheads should be explored in collaboration with the leadership of Battlement Mesa to identify the best possible routes and trailhead sites. Potential

sites have been identified and are shown in Map 9 and Map 10.



*Map 9: Potential Trailhead Site*



Map 10: Potential Trailhead Locations



Road	Current Peak Flow Rate	Maximum Stable Flow Rate
Southbound 215	444	900
Northbound 215	417	900
215 Max	665	1,800
Eastbound Cardinal Way	59	900
Westbound Cardinal Way	206	900
Cardinal Way Max	254	1,800

Source: CDOT

Table 1: Traffic Corridor Analysis

Peak flow rates in each lane don't necessarily add up to the peak flow rate for the road as a whole. For example, both Northbound and Southbound 215 reach peak flow rates in excess of 400 cars per hour, but they don't peak at the same time. Northbound 215 peaks in the morning when residents from Battlement Mesa are leaving for work, and Southbound 215 peaks at the end of the day when they are returning home. At any given time, the total traffic on the road does not exceed 665 cars per hour.

1,800 cars per hour is the generally accepted stable flow rate for a two-lane road. Flow rates above 1,800 are considered unstable and communities should invest in infrastructure improvements to widen the road or provide alternative routes. As shown in Table 1, current traffic on the major transportation corridors has a lot of room for growth before congestion becomes an issue from a traffic-engineering standpoint.

## CONCLUSION

The proposed economic diversification recommendations from the Phase I report align with the proposed land use plan. In some cases, annexation of nearby parcels will allow the Town to expand its tax base, and will provide beneficial support to Community employers. The recommended land use plan contained herein will provide a framework for future generations of growth and prosperity.